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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

T3, 2017/ 2018

BRM7154 – RESEARCH METHODOLOGY
(MBA Full Time)

8 JUNE 2018
9.00 a.m – 12.00 p.m
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FIVE (5)** pages including the cover page.

2. Answer **ALL** questions. The marks distributions are given in parentheses.

3. Write all your answers in the **Answer Booklet** provided.

Instruction: Answer **ALL** questions.

Question 1

The sportswear industry has dramatically integrated into the apparel industry as fitness apparel, in particular, has become the most recent casual "uniform," contributing to the booming trend of "athleisure" (Pasquarelli 2014). The sportswear industry currently encompasses functional or performance clothing, sports-related attire, and fitness clothing (Mintel 2014) and its global market is expected to climb from $97 billion in 2015 to $178 billion in 2019 (Sherman 2014). In recent years, individuals have become to wear sportswear, interchangeably used as active wear, not only for engaging in sports, but also for everyday occasions (Lockwood 2012). This upsurge has attracted a number of new entrants such as casual-end retailers, creating competition for the already crowded sportswear market.

The apparel industry continues to remain as one of the greatest polluters and the second largest consumer of water usage in the world (Sahni 2016). This industry consisting of fibers to production to the end consumers brings about serious social, economic, and environmental concerns, because of excessive uses of natural resources, chemical usage to make fabrics, and trends in fast fashion that promote consumers' compulsive purchasing behavior. Environmentally sustainable or "green" purchasing decisions in everyday consumer behavior, therefore, offer a chance to reduce negative environmental impacts by substituting higher-impact products (e.g., air fresheners, cosmetics, plastic bags) with products that are more eco- friendly. As consumers become more aware of consumption-related environmental problems, they simultaneously grow more cautions when purchasing products and eventually seek to purchase eco-friendly products for the betterment of current and future generations (Kilbourne and Pickett 2008; Laroche et al. 2001). Consistent with these phenomena, in the apparel industry, consumers' awareness and demands for green apparel have gradually increased.

Recently, more apparel companies, including sportswear companies, have joined as the members of the sustainable apparel coalition (SAC), a nonprofit trade organization founded by a group of leading apparel retailers and brands (e.g., Patagonia, Walmart, GAP, Levi's, Nike), to reduce the environmental impact of products for the betterment of people and the planet (Kaye 2011; Sustainable Apparel Coalition 2016). SAC members collaborate together to develop a variety of sustainable (or green) products, programs, and campaigns for consumers in our society. Nowadays, sustainability practices have become essential to maintain companies' long-term success and maintain their loyal customers. The growing popularity of sustainability around the globe increases the pressure on apparel and footwear companies to heavily consider developing sustainable apparel and its related products.

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For other industries, in an attempt to determine means to identify and retain potential customers, researchers have examined the perceived attractiveness of green products' characteristics such as hybrid cars and green electronic products (e.g., PCs, monitors, printers) (Hast et al. 2015; Hur et al. 2015). Some studies also examined the relationships among consumers' perception, expectation, and purchasing behaviors for green products (Cowan and Kinley 2014; Diddi and Niehm 2016; Han and Chung 2014; Tseng and Hung 2013). However, limited research exists investigating how consumers perceive green sportswear, in particular, and what consumers expect from this specific green sportswear. Although the increasing numbers of sportswear companies have placed the heavy emphasis on incorporating sustainability into their product design and development practices and joined the SAC to measure their sustainability performance (e.g., environmental, social, labor impacts of making and selling their products and services), limited attention has been given to understanding the relationships of perception and expectation of potential green sportswear customers with their purchase intention.

The purpose of this study was to examine green sportswear purchase intention by investigating the effects of their expectation, perception, subjective norm, perceived behavior control, on purchasing green sportswear. In addition, further investigation was done on differential influences towards purchase intention for green sportswear between non-green and green product users.

Source: Nam, CY, Dong HJ and Lee YA (2017), Factors influencing consumers' purchase intention of green sportswear, Fashion and Textiles, 4(1), 1.

Based on the above paragraph answer the following questions:

a) Would you classify this study as a basic or applied type of research? Why?

(4 marks)

b) Develop two possible research questions for this study.   (4 marks)

c) Construct a possible framework for this study.   (4 marks)

d) Develop two possible hypotheses for this study by using different format.

(4 marks)

e) Explain two possible practical contributions.   (4 marks)

f) What would be the unit analysis of this research? Justify your answer.   (2 marks)

g) What is the epistemology concerned with this research? Why?   (3 marks)

[Total 25 marks]
Continued....

Question 2

a) Compare and contrast deductive approach and inductive approach. Provide research example for each approach.   (8 marks)

b) Explain the sections normally be included in the review of literature.   (3 marks)

c) Prepare the following in citation in APA citation style: (2 marks)

   Title: Relationship between corporate knowledge management and the firm's innovation capability
   Authors: Rosmaini Tasmin, Peter Woods
   Publication date: 2007/1/1
   Journal: International Journal of Services Technology and Management
   Volume: 8, Issue: 1, Pages: 62-79
   Publisher: Inderscience Publishers

d) Explain the needs to prepare a research framework.   (4 marks)

e) Draft a research framework that consists of dependent variable, independent variable, moderator and mediator. Explain the relationship among these variables.   (8 marks)

[Total 25 marks]

Question 3

a) Provide a research example for descriptive study and exploratory study. Explain the purpose of conducting the above research.   (6 marks)

b) Operationalize the following with a proper interval scaling: (4 marks)
   i.   price consciousness of Tesco customers
   ii. positive culture of working environment

c) Explain the two different sources of data in data collection process.   (4 marks)

d) There are three types of validity tests. Explain construct validity test in detail.
                                                                    (5 marks)

Continued....

e) Explain proportionate and disproportionate stratified random sampling with a research example. (6 marks)

[Total 25 marks]

Question 4

a) Explain why convenient sampling is not suitable for qualitative research. Which sampling method is best suited for qualitative research? Why? (4 marks)

b) Discuss three situations that may require qualitative research. (6 marks)

c) What are the possible problems that may arise from using observation as data collection method? (6 marks)

d) Explain why action research is considered as a reflective process. (4 marks)

e) Provide an example of a research study that uses case study method. Explain why case study is suitable for this study. (5 marks)

[Total 25 marks]

End of Paper